



WEEKLY REVIEW

All Records Annihilated

G.-B. "HURRICANE" continues sweeping in the "Autumn Leaves."

Biggest Week Since April 3rd

LARGEST NUMBER OF ORDERS
Since April 24th

The Weekly Review



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WEEK ENDING, OCT. 9th

Is there a limit to the possibilities of the G.-B. salesforce? Week after week since January we have been pulverizing 1908 records. Not satisfied with this, G.-B. warriors have taken to smashing 1909 records.

Referring back to the work of the sales force for week ending Sept. 18th. This week showed a gain of 148%, which was the largest gain for any one week in the history of the company. Not only that, but it was the best week, as far as gross sales go, since early June, and more orders were booked than during any week in four months past. Still unsatisfied, the following week, the sales force went at even a faster gait. Their work could only be compared to a hurricane sweeping the country and the enormous increase of 115% for the month of September was announced. An avalanche of orders still continued to pour in, and for the week ending Oct. 2nd we made a gain of 160%.

You can easily imagine that excitement was running high at headquarters, and we then began to figure upon what we could expect for the week ending Oct. 9th. A glance at our sales book showed that for comparison we were up against the best week during the last nine months of 1908. It seemed almost impossible that we could hope to maintain our splendid ratio of increase against such odds, and we are frank to say that there were several cases of "cold feet" around headquarters. But when reports from the firing line began to reach us, faces brightened up wonderfully and as the reports continued to come in, it was very evident that we were going to beat the biggest week of the last three-quarters of 1908 by a big margin. When the final reports were all in, it was found that the sales were larger than for any week since that ending April 3rd of this year, and what is more we actually booked more orders than during any week since April 24th. Is it any wonder that we say, "Is there a limit to the possibilities of the G.-B. Sales Force?"

To grasp the importance of the week's work you must look back over the last several issues of the Review and then digest these facts. The week ending Oct. 9th was the largest week since April 3rd; More orders were booked than during any week since April 24th, and during 1908 we have to go back to March 21st to find a week that equals the one we are now reviewing.

We may have entered into details somewhat but we believe that every wide-awake G.-B. salesman will grasp the importance of these facts. They mean that every week and every month the G.-B. Company is growing stronger and stronger with the Calendar buying public. They mean that it is going to be easy sailing for you next year, providing of course, you are using your time to good advantage and working your territory intelligently. They mean that every G.-B. salesman should be able to go out next year and show enormous gains over this year.

In the natural course of events you would get more business, but when you add to this the fact that the new G.-B. line is going to surpass anything that has ever been placed before the Calendar buyers and the fact that you are better acquainted with your territory not considering the immense amount of advertising derived from the distribution of G.-B. Calendars, it is only logical that without any harder work on your part you would be able to write a better business.

We know, however, that our sales force is made up of men who are not content to depend upon the natural course of events for a larger business. The fighting spirit displayed this Fall, which has made it possible for us to make such a splendid record, is evidence that we can expect great things of our sales force next year, and we know that we will not be disappointed.

By the time this reaches you we will be entering the last week of the month. Let us make it a hummer. It would be almost pre-

posteriorous to ask you to shatter all records made during the past several weeks, at the same time we know you can do it, by a united effort. We would suggest that your slogan for the remainder of the season be "PUSH, PULL or MAKE ROOM."

A glance at the work of some of the men last week shows, of course, that Mr. T. R. Gerlach leads with the splendid order referred to previously. Mr. Gerlach is not doing regular work in the field with the exception of occasionally going after some of the larger business which he has previously handled, therefore, Mr. A. E. Gerlach is really the leader among the regular sales force. We mentioned last week an order amounting to \$850.00, which he landed. It calls for 5000 special hangers and is likely to be increased to 15,000 or 25,000. Adding to this Mr. Gerlach's other business which he reported, he has a splendid total.

Mr. Meyer again comes to the front with a nice business. His largest order was booked on Tuesday and amounts to \$357.00. This order was from a wholesale liquor dealer and calls for "An English Fishing Village" in Series M2.

Mr. Fairbairn reports a perfect week. His best order was written on Wednesday and amounts to \$252.00. This order calls for Kenyon Series Mailing Cards, the buyer being a manufacturer of machinery. Adding this nice order to Mr. Fairbairn's other reports, he has a most satisfactory total.

Mr. W. A. McDonald is not far behind Mr. Fairbairn. He reports business for four days and in addition to this he had a subject to countermand order pass the critical point. His best work was on Tuesday, when he wrote four orders amounting to approximately \$200.

Mr. Byron reported a clean week with a total of twelve orders, included in which however, was one subject to countermand order, amounting to over \$50.00 which passed the countermand date. Mr. Byron did not write an order amounting to over \$100.00, at the same time he had enough very fair ones to give him a nice total, and we hope to see the good work keep up.

Mr. Huffert reported twelve orders and business every day. This is the kind of work we like to see. As in the instance of Mr. Byron, his orders are not particularly large, but the total volume was very satisfactory.

While Mr. Finley did not have a large number of orders during the week, one order which

he secured from a bank on Monday amounting to \$204.00, helped him out materially. This order specifies "Violet" in Series D28 and "In the Marshes" in Series 7 roll with Mailing Tubes.

Mr. McLaughlin reported business five days, his best work being on Wednesday when he booked five orders amounting to \$143.00

Mr. Cies reported business every day but one, and a total of thirteen orders, which is certainly going some. Mr. Cies, however, has the habit of reporting a good bunch of orders weekly, and our only regret is, that we have not a much larger number of men who have the habit.

The usual number of men follow with satisfactory totals, considering the season of the year. That is to say, totals which under ordinary circumstances would be termed satisfactory, but when compared with the work of many of the sales force who have been going along at a "January gait", they fall almost into insignificance.

As an illustration of the fact that many men are booking a satisfactory business, we again point to the fact that more orders were booked than during any week since the last week of April. From any standpoint you want to view it, the work of the sales force as a whole is worthy of the greatest praise.

Number of Orders

Mr. Cies again leads under this heading with a total of 13 orders. He is certainly to be congratulated on the splendid showing he is making under this heading. He, however, is closely pressed for the honor by both Mr. Byron and Mr. Huffert, who report twelve orders each. Mr. W. A. McDonald follows with eleven orders, Mr. Woodman with ten, and Mr. McLaughlin with nine.

The usual number of men make a fair showing under this heading, and in view of the fact that we have shattered all records under this heading for some several months, we certainly have no reason to complain.

Business Regularity

Messrs. Byron, Fairbairn and Huffert report business every day for the week, which is pretty good evidence that there is business in every section of the country, the fields of these three men being widely separated. Mr.

Fairbairn as most of you know is on the Atlantic coast, Mr. Byron close to the Pacific coast, and Mr. Huffert about halfway between.

Messrs. Bowles, Cies and McLaughlin follow with business for every day but one. There is quite a lengthy list of salesmen reporting business four days, and altogether the showing under this heading shows a vast improvement.

To come right down to brass tacks there is every reason why there should be a splendid late business. Merchants in every line of business have confidence in the coming year, and they are getting ready for it. It looks to us as though the splendid gait at which we are now going, will be maintained for several weeks to come. If you are not getting business four, five or six days every week, the chances are ten to one you are not going after it.

Garner Sticks the Gaff Into T. D. M., Osborne and B. & B.

There is a large publishing house in one of our large cities which places a pretty good Calendar order every year. It seems that all of our competitors were ahead of Mr. Garner and had their samples in the hands of the buyer. Mr. Garner called several times, and was referred from one man to another until finally one of these men was kind enough to inform him that his efforts were useless, samples having already been submitted by several firms and the order virtually placed. Mr. Garner then determined to see the head man himself, and the next morning gained admission to his private office. On stating his mission he was immediately informed that Osborne, Murphy and B. & B. had submitted samples, but this gentleman was kind enough to look at the line, with the result that Mr. Garner left the office in a short time with an order amounting to nearly \$400.00, safely stored away in his pocket.

In these pages we have often told you that G.-B. salesmen need fear no competition. Given the opportunity to show the line, the chances are in favor of your walking away with the order. The point therefore, is to study how to get the line before buyers who have placed orders with our competitors for years back. In some cases you may find this difficult. Be persistent, however, and at the same time tactful, and you will walk away with many a large order. Mr. Garner writes

as follows:

"Regarding the enclosed order, thought possibly the way same was taken might prove interesting. Each time I called upon these people I have been referred to some minor officer with the excuse that all such matters were taken care of by him. I learned a few days ago through one of these gentlemen who seemed to take pity on me, that my efforts were useless as samples had already been submitted by several firms, and that the order had virtually been given.

This information proved rather disconcerting, but I determined as a last resort to see the highest official himself. This morning, early, I was ushered into his private office and asked my business. I briefly stated my errand and was informed that three competitive houses, Osborne, T. D. M. and B & B had left samples. Undaunted, I showed them my best mounts with the satisfying result that the G.-B. Co. captured the day by the unanimous vote of most of the office force. This I consider a great victory for the line, as it resulted in my leaving with the blue sheet duly signed advertising copy and all. I only hope to enjoy many such victories."

Systematic Work Pays

The most successful Calendar salesmen are those who keep in touch with their customers or prospective customers. There, of course, are a few buyers who do not care to be bothered with letters or frequent calls from salesmen, but such men are few, as almost every buyer likes to know that his business is anxiously sought for. The mere fact that a salesman drops in to see him when he is in town or writes him occasionally, usually results in this salesman getting the business, everything being equal.

Several of the most successful salesmen the writer knows of, make it a point to keep in touch with their customers. Not only before their orders are placed, but in many instances after the business has been placed. Such methods landed an order for 500 of our Kenyon girls in Davis DeLuxe style for Mr. McCully just the other day. He writes about it as follows:

"The enclosed order is from an O. customer and I believe I got them by keeping in touch with them. Saw them in March and showed part of my line, but they would not buy then.

Wrote them several times before I called three weeks ago. The Cashier was sick then but I wrote him before leaving, telling him I had something special and asking him to wait until I returned. Wrote him again at Erie and to-day he never made a peep about the O. Company. He had one of the blotters of ours on his desk to-day. They help some.

McCully."

Quality Counts

Mr. Reilly called upon a bank earlier in the year, but could not sell them at that time, in fact as we understand it he could not show the line at the time he called. There are two points we want to emphasize, one is that these people stated that their limit was \$40.00. Mr. Reilly showed them good stuff and sold them a bill amounting to \$86.00. Elsewhere we suggested systematic work, and it is evident that Mr. Reilly handled these people properly, otherwise the Cashier would not have written him the following letter:—

"There was a Calendar agent here to-day. We picked out a small order of samples, as we won't do much this year in this line. We did not give him the order, so if you want to come up Thursday or Friday will get the boys together and look yours over."

Needless to say that Mr. Reilly kept the appointment, and as regards the order which he sends in, calling for 600 DeLuxe Mounts Series D3106, he writes as follows:—

"You will notice from the enclosed letter that I didn't have a sure thing and I am glad of it. I learned that it was a "junk line" that I was up against and it appealed to them because of its cheapness. -I had a fine big room to make a display in and after the admiration they showered on the G.-B. line they were ashamed to show me the samples of the other fellow. Cashier said he had left them home but I saw him slide them into a drawer.

Their limit was to be \$40.00, next year it will be \$150.00 if I am any judge."

Discounts

It seems that some salesmen have the idea that we allow a discount of 2% ten days from date of invoice. This is a mistake. See page 96, Hand Book. We allow 1% if settlement is made within 10 days from date shipment was ordered. Supposing you sell a bill of Calendars with the understanding that the invoice is to be dated Dec. 1st and due Jan. 1st,

permission being given us to ship early. If we ship the goods early then customer can take advantage of discount on a basis of 1% per month for prepayment, or 1% if paid by Dec. 10th.

Easy Roads Do Not Lead To Ease

The following copyrighted article by Mr. Herbert Kaufman, appeared in the Chicago Sunday Record-Herald, Oct. 17th. Mr. Kaufman certainly "hits the nail on the head" every time. You'll find it good reading again even though you may have read it once.

If you try to make life too easy you'll soon find it too hard. Ambition is a dream without an awakening, unless it makes your will as eager as your wish. Effort is exercise; endeavor produces endurance.

It's no trouble to cut through butter—but it won't develop strength. The hewer of stone wears the strong arm and bears the long labor.

Persistence is the key to existence. Success invariably rewards the good fight. Knowing what to do or how to do it won't bring results. Action must drive ability. The nail is useless without the hammer. Courage is the complement of knowledge.

Easy roads do not lead to ease. Worn paths run to spots and things which others have already found.

Opportunity is often trampled under foot in the crowded thoroughfares. The greater chances always lie ahead.

But the price matches the prize. If you want more than the average you must pay more to secure it. You can't buy with counterfeit attempts. The true coin of accomplishment bears the mint mark of grit and honest labor.

You can't have our best unless we have your best in return. You can't arrive unless you survive. Half journeys are wasted. Only the stride which lands you at the finish counts.

You can't take pleasure and indulgence with you in the climb. You must forego temptation and cut out the short cuts. The wrong road is never a long road—therein lies its danger.

If you meet with brambles and boulders, reflect that there are fewer toward the end. The more rugged you find the way, the less likelihood that you've been preceded.

You need no capital but a fixed idea and the resolve to carry it out. Want a thing harder than the world wants to keep you from it, and

you'll wear through every opposition and get it.

Mere knowledge isn't competition. The man who secretes must give way before the man who creates. A bulging forehead can't conquer a squared jaw.

When old Henry Harper died he willed his millions to charity and his will to his sons. This is the letter which they found in his strongbox:

"I gained my money from men weaker than myself, and I return it to them. If you are strong enough and bright enough to retain my estate, you have the necessary tools with which

to build one of your own.

"If you cannot succeed without my wealth, you couldn't have succeeded in holding to it.

"Others will think that I have pauperized you, but I understand how great a legacy I have willed you: the incentive to prove yourself—the supreme right to test your powers without the handicap of assured maintenance.

"Only the builder truly rises above his fellow. Go out into the world to earn and thereby learn. Rub against men and get an edge. Enjoy the most supreme of all recreations—the thrill of creation."

